



THE BULLETIN

Overseas Press Club of America

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Issue Editor: RUTH LLOYD

September 27, 1952

PUBLICATION LUNCHEON LAUNCHING OPC'S OPUS!

THURSDAY, October 2nd --- Toots Shors', 51 West 51st Street
Cocktails at 12:00 Noon --- Luncheon at 12:30 P.M. sharp
Members \$3.25 each. Guests: \$3.75. Tip and Tax included.

* * * * *

This very special luncheon will launch a very special book: The Overseas Press Club's

"OFF THE RECORD"

will be published, in New York only, Oct. 2nd by Doubleday; (October 16th nationally)

Many of the 87 author-contributors will be on hand to celebrate with an
autograph party, autographing books for on-the-spot purchasers. In addition,

HAL BOYLE of AP will "Review" the book: MY IMPRESSIONS OF OFF THE RECORD!

Michael Fry of Reuters will give: MY IMPRESSIONS OF U.S. CORRESPONDENTS!

ANDY ROONEY, co-editor, will unveil: THE IMPRESSIONS OF THE CO-EDITOR!

DICKSON HARTWELL, co-editor, will m.c. the program at which Pres. BILL GRAY of Life will preside.

Three copies of "Off-the-Record" will interrupt a round-the-world tour under the aegis of Pan-American Airlines to collect autographs of those contributors who are out of the country. The traveling "Off-the-Records" are flying to Paris and Madrid, but will be back in New York for the luncheon before taking off again for Germany, Austria, Tokyo and other points where contributors are lurking. The flying "Off-the-Records" will eventually be auctioned off for the benefit of the Overseas Press Club's Memorial Fund.

THREE CASH PRIZES FOR THE WINNERS OF THE BEST ANECDOTES CONTRIBUTED TO BE ANNOUNCED AND AWARDED
AT THE OCTOBER 2nd LUNCHEON

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Daily News Building

U.S. "COMIC STRIP" PROPAGANDA FAILS IN ASIA:
FLEUR COWLES URGES USE OF TECHNIQUES FAMILIAR TO EACH COUNTRY

Fleur Cowles, Associate Editor of Look Magazine, told OPC members and guests that "the press must help Americans to understand other peoples all over the earth before we can hope to interpret our hopes and aspirations to the people of the Far East," in a report on U.S. propaganda and information services in Asia at last week's luncheon.

Excerpts from her talk, which sharply criticised the use of our "familiar advertising devices" where they neither "fit nor fare well" against the Asian backdrop, follow:

"Our first big job is to make it clear that we want to see land reforms take place, and promptly. The other big propaganda need is to make it clear that we Americans can, and will, support the Asiatics' own efforts to produce more for themselves....but we must show them how to do it in their own terms....

"Comic books sell many products and have explained many an idea to Americans (including such diverse items as Christianity and space cadets) but can we be serious when we unleash the comic strip in India? Or send American-made films into backward places in the interior instead of using native films, native actors, local dialects?....

"The Asiatics have fascinating propaganda instruments; they love their shadow plays, story-tellers, mystical soothsayers....Wherever we can teach illiterates to read simple truths in their own devices and dialects, we can hope to have these illiterates all to ourselves instead of handing them over to the Communists...."

On the Island of Formosa, where the largest crop in its history was reaped with American technical aid, Mrs. Cowles came away convinced that the Taiwanese natives understood and appreciated the extent of U.S. aid....but she complained that the U.S. propaganda had failed to "cash in" by exploiting this success amongst other Oriental peoples.

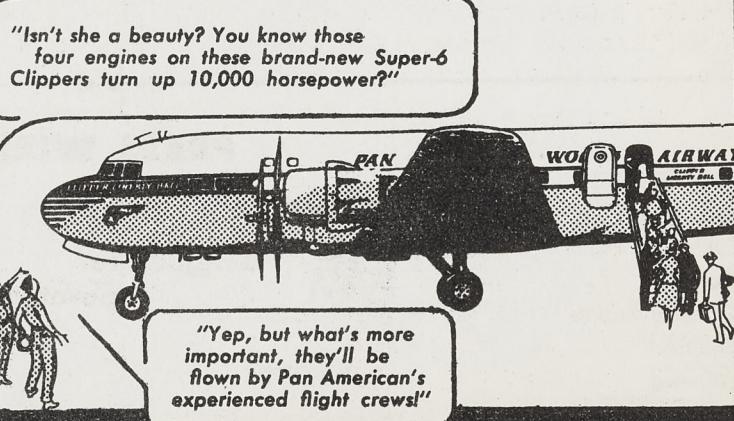
"Somehow we must make it clear all over Asia...that we are not supporting policies in Asia that we disapprove of in the U.S.A. for ourselves...Otherwise the Reds will continue to class us as silent partners of the ghosts of the former Empires, which still haunt the people of Asia. The Reds are skillful...they train their agents to eat the same food, talk the same language, wear the same clothes and endure the same hardships as the people they promise to rescue.

"We, on the other hand, attempt to permeate Asiatic countries with ideas we think important, by using Americans who don't know the country they're in, can't speak the language, and never leave the major cities...I think we are far too prone to want to make the world over in our own image--and most of the world resents it...Many people in the Far East have a heritage more distinguished and more venerable than any in our western civilizations. When we learn to have genuine respect and appreciation for many of their cultures (and when these people know we do) we will understand how to carry on information and propaganda programs which will be effective with those populations."

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CLUB CALENDAR

Dinner Committee Clubrooms Saturday, Sept. 27, 2:00 p.m.
Board of Governors Clubrooms Wednesday, Oct. 8, 5:45 p.m.
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NEW MEMBERSHIP APPLICATIONS

ASSOCIATE: Earl T. Forman, City Editor The Brooklyn Daily, Pres. of Earle Associates (publicity)
Overseas assignments: from July 1945 to January 1946--Manila Chronicle, Manila;
Mid-Pacific Army newspaper; String for N.Y. Mirror's "Over-the-River" column, all
simultaneously. Proposed by LEO GLASSMAN; seconded by DAVID RESNICK.

JOHN BARKHAM, Chairman of the Admissions Committee, announces the following have been
admitted to membership in the Overseas Press Club:

ACTIVE: O.H.P. KING, Dallas Bureau, Associated Press
C. BROOKS PETERS, President, Communications Assoc. Inc.
KENNETH ALBERT KOYEN, Public Relations Manager, Pratt & Whitney Aircraft
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Chairman JERRY HANNIFIN, of the Inter-American Relations Committee, has named the following
club members to the committee: E.L. AIMEN, JEWEL DeBONILLA, ELIZABETH FAGG, HAL LEE, REGINALD
WOOD. The Committee's function is to advance Inter-American solidarity by assisting and participating
in periodic gatherings of western hemispheric journalists, and aid the Reception of Foreign Journalists Committee to entertain Latin-American and Canadian visiting Fourth Estaters.

DON'T MISS YOUR BULLETIN! --- NOTIFY THE CLUB WHEN YOU CHANGE YOUR ADDRESS!

Nearly 100 OPC'ers and their guests turned out for the first luncheon program of the fall
season, featuring Fleur Cowles, Associate Editor of Look, reporting on her recent trip to Asia.
The two book prizes, "Bloody Precedent" by Fleur Cowles (Random House) and "March of the Hero"
by Richard Lee Marks (Appleton-Century-Croft) were won by VICTOR LASKY and DANIEL VAN ACKER.
Seated at the head table with President WILLIAM P. GRAY were CLARE BOOTH LUCE, Mr. and Mrs. H.V.
KALTENBORN, Jose Cajar, EUGENE LYONS, JOSEPH WURZEL, NORWOOD ALLMAN, and Margaret Chase.

President WILLIAM P. GRAY introduced Jose Cajar, Editor of El Mundo Grafico, who presented
the Overseas Press Club with a parchment scroll bearing a message of fellowship and a hope "for
an eventual universal press union in which all newspapermen of the world will participate, "from
the Sindicato de Periodistas de Panama (Syndicate of Newspapermen of Panama.) Mr. Cajar is also
on the staff of El Panama America, a bi-lingual daily published in Panama.

Spotted around the room: New members JOE JOESTEN, LARRY LOWENSTEIN; CARL PERUTZ and his
bride-to-be, Lida Livingston; ABEL BANOV, WILLIAM BERNS, ELMER BORSUK, LEONARD COULTER, J.C.DINE,
ALEX FAULKNER, ELIZABETH FAGG, GERALDINE FITCH, ANDREW HECHT, ROBERT LaBLONDE, PAT LOCHRIDGE, RUTH
LLOYD, B. MATHIEU, HORTENSE MACDONALD, FARLEY MANNING, EDWIN MULLER, GRETNA PALMER, KENNETH R.
PORTER, MADELINE ROSS, JOSA RUFFNER, ELLISEVA SAYERS, FRANK R. SHEA, LEN SMITH, William A. Ucker,
B. H. UNDERHILL, LEONORE SILVIAN, SPENCER VALMY, H.G.W. WOODHEAD, DAVE SHEFRIN, A.WILFRED MAY,
RICHARD THOMAS; LEON DANIEL with Jess Gorkin (Parade) and Franz Furst (Pix); Ramon Fransto, RUSS
ANDERSON, Joseph VanDenburg, JEWEL DeBONILLA, Dr. David M. Davis; J. GREENFIELD, with Jane Scholl
and Bill Miller (Time); BETTY BETZ, Mrs. Ambrose Diehl (former president, Nat'l Fed'n of Women);
DOUG WERNER, Col. Bob Shinn, (PIO, 1st Army, Governors Island); JACK DOORTY with George Genneyan,
Cowles promotion director and Ann Fuller (Look), BILL LOWE.

WAVES: DAVE SCHOENBRUN, CBS Paris correspondent, says the United States of Europe delegates at Strasbourg negotiating for common use of the waters of the Rhine for power for both Germany and France might be likened to the meetings of Delegates from Delaware and Pennsylvania to discuss common use of the Potomac River waterway--meetings which led to the Constitutional Convention of the United States of America...

ALIAN JACKSON, CBS newsman, has his own name for political debate programs: forums and against-ums. JACKSON, searching for a woman's-angle item for his newscast, found a London newspaper ad offering "Big-Toe Guards that prevent big-toe holes in hose, and are great savers of time and money..."

Howard K. Smith, CBS Radio European News Chief and OPC Award Winner, back in the U.S. from London to cover the election campaigns of both parties and interpret them from the broad viewpoint of international politics. Smith is a veteran of 13 years reporting from Germany, Switzerland, Scandinavia, East and Western Europe and England. Smith reports that diplomats in London feel communism in all areas is now either on the defensive or retreat, and Europeans feeling fresh optimism for an early Korean truce...

MBS Commentator Frank Edwards (weekdays 10 to 10:15 pm) again offering his listeners free copies of a booklet listing up-to-the-minute voting records of every Senator and Congressman on major issues. It's similar to the one he distributed prior to the 1950 election--for which nearly a million listeners asked copies...

CEDRIC FOSTER, MBS commentator, discussed "The Fight Against An Aggressive Communism" as guest speaker Sept. 23 at the annual meeting of the Detroit Industrial Safety Council...BOB CONSIDINE, INS, appeared on NBC-TV's "Who Said That" Monday...CLIFFORD EVANS earned a Special Award from Secretary of the Navy Kimball for NBC-TV's "Today" for Remote Telecasts produced by EVANS. One of the Remotes was of the aircraft-carrier Wasp, after the collision at sea when its bow was ripped out, as it limped into New York Harbor for repairs...

Commentator CECIL BROWN will moderate the new Daily News program, TV "Battle Page of the Air", to feature a Democrat and a Republican as guests each week. Opening night targets were Averell Harriman and John Foster Dulles. Newsweek Senior Editor Ken Crawford and Time News Bureau Chief Larry Laybourne are permanent panel members...

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ABOUT BOOKS

by

JOHN COETTE

"Hongkong" (Alfred Knopf), is from the pen of Christopher Rand, former N.Y. Herald Tribune correspondent and writer for the New Yorker. From Mongols to Americans, Tibetans to Britains and Nationalists to Chinese Reds, Rand draws light but highly identifying sketches of life in the complacently confused Crown Colony. A book not to be missed by those headed East...Harper & Bros. sends "Adlai Stevenson" by newspaperman John Bartlow Martin. In its 171 pages is an intimate, readable story of the Democratic candidate. "Because Stevenson is witty and affable, fun at a party, an excellent toastmaster, some of his North Shore friends used to under-estimate him," says the biographer, who adds, "He likes to win."

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Maj. Al Frazin, sports announcer at Madison Square Garden for 17 years before entering the Army in 1942, has been named officer in charge of the press train covering Korean armistice talks at Panmunjon, according to a UP despatch from Munsan. After World War II Frazin was publicity director of the N.Y. Athletic Club and executive secretary of the Sports Broadcasters Ass'n.

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SUB-LET: Beautifully furnished apartment: bedroom, living room, bath, kitchen; corner of Park Ave. and 37th St; year's lease \$140 monthly. Telephone: MU 5-2843 (advt.)

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WEDDING

BELLS

Larry Fanning, managing editor of the San Francisco Chronicle, and Mrs. Virginia Mahoney, widow of Vincent Mahoney, who died several years ago in the crash of a press plane touring Indonesia, are honeymooning following their Sept. 4 marriage.

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Homer Bigart's seven article series on NATO in the European Edition of the N.Y. Herald-Tribune reprinted (250,000 copies) in leaflet form by the North Atlantic Treaty Organization for European distribution in French...

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TRANSFER and ROBERT H. PHELPS left Carl Byoir & Assoc. to return to newspapering; now on the copy desk of the Providence Journal-Bulletin...JOSEPH D. RAVOTTO to Paris from TRANSITION Washington to be Motion Picture planner for the joint MSA-USIS Regional office *****

HENRY GELLERMAN Newyorkwarding from Frankfurt...RALPH H. MAJOR, Jr. resigning as editor of One Magazine October 1st-- result of an economy reshuffle dumping all general features...WALTER WEISBECKER, ABC Rome correspondent, left the Rome Daily American to join FAO headquarters there...GEORGE WRANGELL and wife leaving Sept. 30 for six-month tour of Spain, Majorca, Casablanca, Marakech and Canary Islands...DON GLASSMAN in Washington at 2100 Connecticut Ave. NW "enjoying the country life, the birds, bees, and butterflies...HENRY TOSTI RUSSELL's news photographer son now "Pvt. Christopher T. Russell" assigned to Field Artillery; Pa RUSSELL writes from Portugal he never knew the army used artillery for shooting pix...STANLEY ROSS, stricken with polio last August in Cuba, has been undergoing treatment at N.Y. Medical Center; now resting at his home, 150 Henry St., Brooklyn, and returning to Havana October 15....

Two OPC'ers have been upped by McGraw-Hill: J.C. STARK, vice-president of McGraw-Hill International heads the newly-created Publications Division and will direct publishing of the company's seven export magazines...RUSSELL F. ANDERSON heads the newly-created Services Division, which embraces the direction of the company's foreign editorial network of operations; company promotion; company research; the Trade Counselling Division; the Translation Division and the publishing of two news-letters (The American Letter and the International Trader). He continues as Director of Overseas Business Services...Joseph K. VanDenburg, Jr., a former OPCer who is resuming membership, has arrived in New York to take over the editorship of McGraw-Hill World News, ANDERSON's former post. VanDenburg has been head of the Rio de Janeiro Bureau of McG-H for the last three years, and before that chief of the Bombay Bureau for three years...

ANSEL E. TALBERT, Aviation Editor of the N.Y. Herald-Tribune, back after six weeks in the Middle East--Lebanon, Jordan, Cyprus--and a brief tour of air bases in Scandinavia, England and Iceland...TALBERT went out as the only correspondent aboard the delivery flight of King Ibn Saud's new "flying palace"--a four-engined air liner equipped with a revolving throne...

CHARLES M. KINSOLVING, Rio de Janeiro Bureau Chief for UP before joining Newsweek ten years ago, has been named New York Manager of the Advertising Department...KINSOLVING was Advertising Manager of all of Newsweek's International editions...Clifford L. Day, general European Administrator for UP since 1948, appointed to a newly created post: UP European Co-ordinator for South America; Day, who was London bureau manager for UP for 14 years, will continue his headquarters in London...William Harcastle, Washington correspondent for London Daily Mail since 1949, has been upped to news editor of the paper; he will go to London after U.S. Presidential elections...

Atlantic repartee: Elmer Davis' article in August Atlantic Monthly referring to J. Kingsbury Smith's Stalin interview brought forth an angry letter from the INS top European Correspondent...Smith's letter and DAVIS' apology for saying Smith was tipped off in advance on questions Stalin would answer both published in current issue's letters section...

"... passengers can be as profitable as freight..."

"Although the public will not be fully aware of it for a few more years, American railway passenger equipment is obsolete . . . for one hundred and twenty years the floor of this obsolete car has been four feet three inches above the rail—the height of the freight platform to receive the first bale of cotton in 1830. There has been no excuse for these high wheels such as the automobile had in the days of high roadway centers, on the railway, smooth as glass . . .

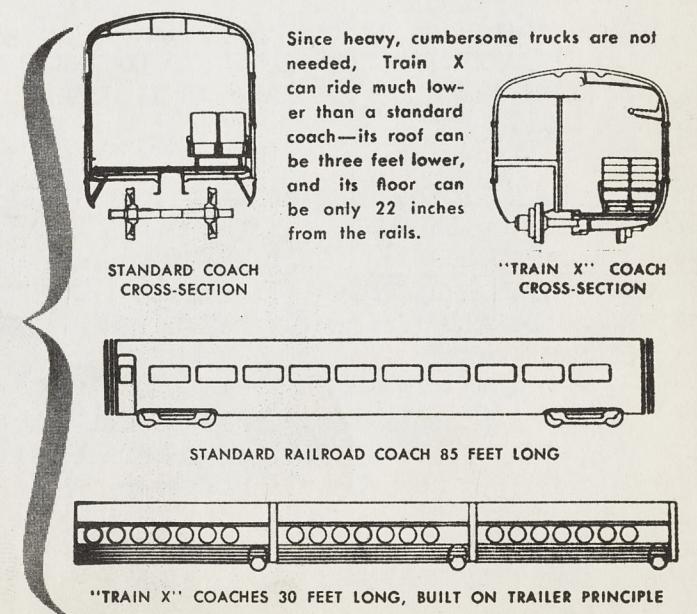
"Train X, two and one-half feet lower at the floor, three feet lower at the roof, designed under railroad supervision by aviation and automotive engineers, gives twice as smooth and safe a ride at one-half the operating cost of the newest present day equipment. Its original cost is only one-third that of present equipment.

"Train X could eliminate the passenger loss and at reduced rates boom rail travel, taking a heavy burden off the highways. There are those who go so far as to say that passengers could be made as profitable as freight, for unlike freight, the potentialities are unlimited. Freight which is consumed can be hauled only one way, but travelers must return."

The above are excerpts from an address by Robert R. Young, chairman of the board of the Chesapeake and Ohio Railway and founder of the Federation for Railway Progress. The complete address in illustrated booklet form is available. For your copy, write to:

Federation for Railway Progress, Railway Progress Bldg.,
1430 K Street, N. W., Washington 5, D. C.

Chesapeake and Ohio Railway



OUR PROLIFIC
COLLEAGUES

JOHN H. THOMPSON, Military Editor of the Chicago Tribune, published a series of four long articles on General Ike's military career in the Sunday Magazine section...THOMPSON runs a weekly column for servicemen and veterans, "Friend of the Yanks" which publishes names of lonely GI's wanting mail from home; four soldiers in Korea wrote to say they'd received 1000 letters; two soldiers in the French Foreign Legion also wrote from Saida, Algeria, asking to be listed in "mail call" dept... HUGH CONWAY left for three weeks in Adirondacks and Canada, learned his Coronet article "The Eternal Mystery of Mayerling" will appear in forthcoming "Bedside Coronet" anthology...This has been a prolific month, anthology-wise, for LARRY BLOCHMAN. In addition to the Club's OFF THE RECORD, stories of his are appearing in two other collections: "Kiss of Kandahr" in BEST DETECTIVE STORIES OF 1952 (Dutton) and "The Fifty Carat Jinx" in MAIDEN MURDERS (Harper). He also had another Dr. Coffee story, CALENDAR GIRL, in the Sept. 20 Colliers...VICTOR LASKY's piece on Charlie Chaplin in a forthcoming issue of American Legion Magazine.

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UN Headquarters, N.Y. (from SERGE FLIEGERS)--Voters streamed to the polls Thursday, Sept. 25th, to elect a President--of UNCA, the United Nations Correspondent's Association. Heading the "Clean Government" slate is OPCer PIERRE (PETE) HUSS, INS Bureau Chief, whose ticket includes Bruce Munn of UP and Arnold Vas Diaz of the Nieuwe Rotterdamsche Courant.

HUSS is vehemently opposed by the "Dinosaur Party" whose nominee, K. Balaraman of The Hindu, announces that his is "neither a Progressive nor a Cocktail Party." A prominent member of the "Dinosaur Party" is STEPHANOS ZOTOS.

A third party, formed shortly after the Chicago conventions, is pushing AP's Francis W. Carpenter for UNCA presidency, and Thomas J. Hamilton of the N.Y. Times as Committee-man-at-large. (Reports that any of the candidates were supported by California funds have been energetically denied.) Results unreported at presstime.

THURSDAY IS OPC DAY

MARK IT ON YOUR CALENDAR NOW!

"OFF THE RECORD" authors write:

"Barring unforeseen developments, I'm planning to tuck a napkin under the third chin at Toots Shors' PIERRE J. HUSS, INS..."As Bonn correspondent for Mutual, I'll be at my post, watching the battle for and against ratification of the contractual agreements of the West with Germany"---SIGRID SCHULTZ..."Sorry I won't be able to attend, but can't get away from Chicago; incidentally, PERCY WOOD, an OPC'er and husband of your former New Delhi Bulletin correspondent, is reviewing the book for the Chicago Tribune"---JACK THOMPSON..."Will I be able to bring my bride, Patti, to meet my OPC friends?"---VICTOR LASKY...

Others who've indicated they will be on hand include: MYER AGEN, RUSSELL ANDERSON, ALBERT CROCKETT, LARRY BLOCHMAN, BERT BRANDT, MAY CRAIG, ROBERT D. ECKHOUSE, SERGE FLIEGERS, ANDREW A. FREEMAN, SIDNEY HERTZBERG, HARRISON FORMAN, MATTHEW HUTTNER, H.V. KALTENBORN, HAL LEHRMAN, PAT LOCHRIDGE, EUGENE LYONS, JOHN MARTINCO, JOHN McCUTCHEON RALEIGH, ELLISEVA SAYERS, LEONARD S. SMITH, RICHARD THOMAS, OTTO D. TOLISCHUS, CAROL WELD, JOE WILLICOMBE, JOSEPH J. WURZEL, WILLIAM P. GRAY.

Authors overseas, or far away, unable to get back for the publication celebration, include: CURT HEYMANN, JOSEF ISRAELS II, LOUIS LOCHNER, DAVID P. SCHOENBRUN, MARTIN SHERIDAN, LELAND STOWE, GEORGE W. HERALD. RICHARD J. H. JOHNSTON will be at his new post in the N.Y. Times' Chicago Bureau...

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Editors: RUTH LLOYD, MARY HORNADAY. Editorial Board; RUSSELL F. ANDERSON, Chairman; CHARLES ROBBINS, JOHN MOROSO, IRVIN S. TAUBKIN, TED DEGLIN, DANIEL VAN ACKER.

Special Correspondents: CURT HEYMANN (Paris); WALTER C. WEISBECKER (Rome); JOSEF ISRAELS II (Vienna); GEORGE AXELSSON (Stockholm); JOHN WILHELM (Mexico City); DAVID BOGUSLAV (Manila); ALEXANDER MAC DONALD (Bangkok); HAZEL SHORE (Tokyo); KATHLEEN MC LAUGHLIN (United Nations); JESSIE STEARNS (Washington).

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